



SOLUTION BRIEF

Transforming creative boundaries: A deep dive into the future of packaging design with Adobe Substance 3D.



Transforming CPG packaging design.

A designer can make amazing package designs in Adobe Illustrator, but it's hard to visualize them in just a 2D flat workspace.

Pushing beyond 2D limitations.

For packaging designers, 2D mockups have always had limitations. Enter Adobe Substance 3D and Adobe Illustrator, providing an interactive, holistic view of design concepts in true-to-life scenarios.



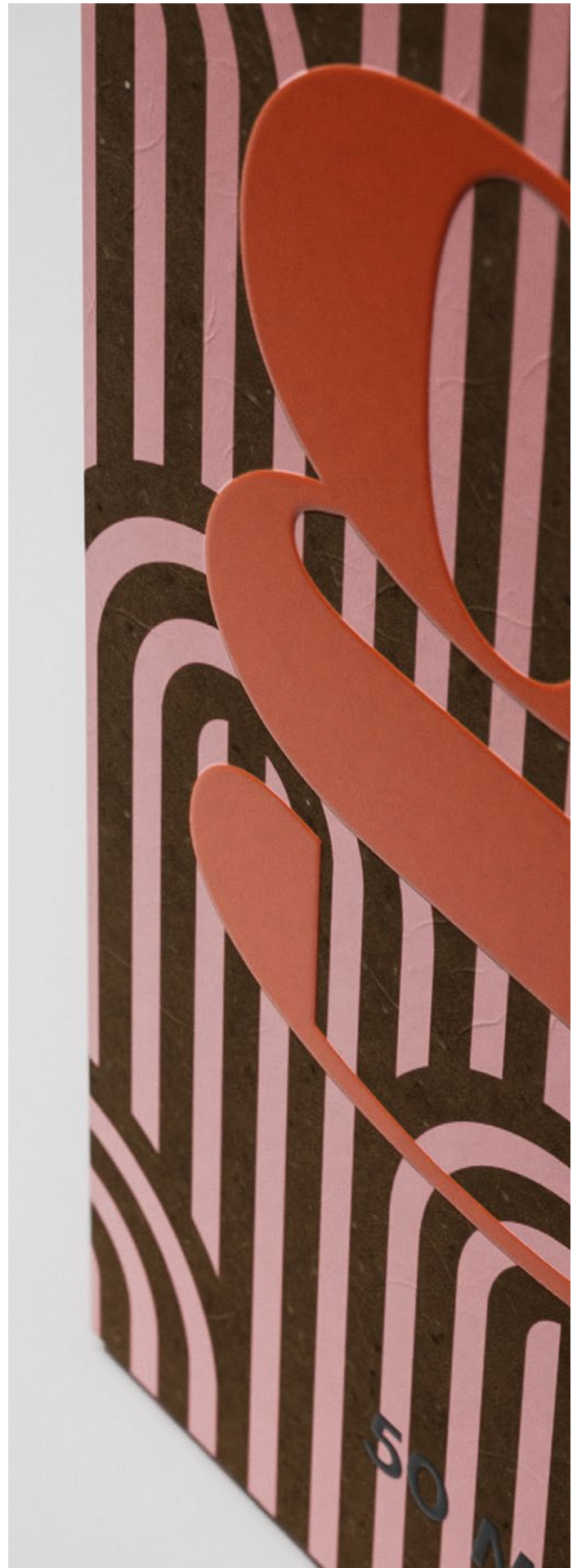
The new age of 3D package design.

More than just visuals. Adobe Substance 3D delivers extensive capabilities that go beyond just visuals. It's a toolset that accurately simulates real-world light interactions, helping designers preempt challenges and refine aesthetics.

A treasure trove of assets and inspiration. Core to Adobe Substance 3D is its expansive digital library — a source of endless assets, including models, materials, and lights and inspiration, encouraging amazing depth in texture creation and manipulation.

Agility comes standard. Relying solely on studio photography curbs agility. Adobe Substance 3D offers dynamic, virtual photography, a tool that redefines content creation for the ever-adaptive market.

Facilitating rapid iteration and reducing time to market. The design world is shifting, emphasizing swift, iterative, data-informed decisions. Adobe Substance 3D facilitates these rapid variations, merging efficiency with innovation.



Fueling creativity and expanding horizons.

3D design isn't just a tool—it's a canvas for boundless imagination.

Design without boundaries. With Adobe Substance 3D, design isn't confined to a flat plane. It's a dynamic landscape waiting to be shaped and reshaped, with every iteration pushing the envelope of what's possible.

Elevating creativity, together. The synergy between Adobe Substance 3D and Adobe Illustrator goes beyond software compatibility—it's about amplifying creativity and transforming 2D sketches into interactive 3D masterpieces.

“ The assets are completely on brand, and they look hyperrealistic. Anybody who looked at them wouldn't be able to tell that they weren't just shot using traditional photography.

Gail Cummings
Global Digital Design Lead
Ben & Jerry's



Efficiency redefined— time, money, and beyond.

Speed and precision are more essential than ever, making traditional prototyping methods even less efficient and relevant.

Effortless iterations. Embracing virtual 3D mock ups isn't merely about cost-cutting—it's about achieving peak precision. Adobe Substance 3D offers a dynamic platform to tweak design elements, making global adaptations effortlessly.

Environmentally friendly design solutions.

As design processes evolve, so does their environmental footprint.

Creativity goes green. The carbon emissions and waste associated with traditional prototyping are undeniable. Adobe Substance 3D offers a greener alternative, reducing the tangible waste of iterations.

Setting a new standard in sustainable design. Adobe Substance 3D isn't just shaping the future of design—it's contributing to a more sustainable global ecosystem.

“ 3D is a crucial part of how we explore the brand in a digital workflow. Adobe Substance 3D Stager takes the barrier of entry out of 3D design by enabling us to skip physical mockups and look at feedback faster. We've been able to bring digital design entirely in-house.

Benny Lee
Global Manager of Experiential Design
The Coca-Cola Company

“ [Adobe Substance] 3D allows us to combine quality renderings with production flexibility. The designers' agility is reinforced, and we don't need to solicit the camera crews whose schedules can be busy at certain times of the year. This workflow can help us to work in anticipation (without waiting to receive the products).

Emmanuelle Eschembrenner
Lead Designer
Veepee

Check out the [Adobe Substance 3D Sustainability Calculator](#) to determine your impact.

Beyond mockups— The age of virtual photography.

Product photography is about capturing realism—and now your team can accomplish this without a camera lens.

Overcoming photography constraints. Traditional product photography, while authentic, often faces constraints in terms of setups and post-production alterations. Virtual photography, enabled by Adobe Substance 3D, overcomes those barriers, offering boundless creative liberty.

According to a recent Pfeiffer Report, companies can see a

**90% reduction in
hours and resources**

using Adobe Substance 3D workflows versus traditional physical photoshoots.

Source: "Substance 3D: Harnessing the Power of Virtual Photography," Pfeiffer Report, 2022





Why Adobe Substance 3D is the answer.

A tailored toolset for modern design. Beyond its amazing visuals, the Adobe Substance 3D Collection is the perfect companion to modern design workflows. From its exhaustive material libraries to its ability to quickly visualize, stage, and render packaging prototypes and mockups, it's engineered for tomorrow.

Getting started with Adobe Substance 3D.

The new design imperative. Experience intuitive workflows and connect with Creative Cloud apps like Adobe Photoshop and Adobe Illustrator. Through curated resources and expert insights, chart your path.

“ I can create a real world around my product. The little extra touch that works well is the light that is identical on all objects and the reflections that this creates. I can control each element, each texture, in order to create the most realistic scene possible.

Lucie Gravellier
Designer
Veepee

“ It allows you to create any texture and any material that you can find in the world. It's a very neat tool, and you can do endless things.

Jérémie Noguer
Principal Product Manager
Adobe Substance 3D

Adobe Substance 3D isn't just a 3D suite— It's the next chapter in CPG packaging design.

- From concept to creation, witness designs evolve in real-time, gaining stakeholder trust and ensuring market adaptability — all while achieving unparalleled efficiency.
- Propel your design narrative forward with the combined prowess of Adobe Substance 3D and Adobe Illustrator.

Explore Substance 3D

We can also help you find a solution to fit your business.

[Request more information](#) to get started.



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